

LinkedIn Pro Tips & Tricks

- Send a short message when you connect with someone so they know more about who you are and why you want to connect.
 - Use a professional headshot (only you in photo, simple background, well-groomed).
 - Join groups related to your goals and interests then be active in groups
 - Select Groups from the dropdown list on the left from the search box at the top of any page.
 - Enter in your keywords.
 - If you need to narrow down your searches, you can do this with the filters on the left side of the search results page.
- If you'd rather browse groups recommended specially for you by LinkedIn:*
- Hover over the Interests bar at the top of your homepage and choose Groups.
 - Click Discover at the top of the page to see your suggested groups.
 - To request membership, click the Ask to join button (under the group description).
- Follow companies you admire or want to work at one day.
 - Once it is up to date, connect your resume to your LinkedIn so you can easily apply to some positions on the site.
 - Add keywords related to your field to your summary and experience descriptions (i.e. if you want to work in marketing, include marketing jargon).
 - Let recruiters know that you are seeking work by doing the following:
 - Click "Me" at top of page
 - Click "View Profile"
 - Choose "Add to Profile" > "Intro"
 - Select "Looking for Job Opportunities"
 - Finalize by clicking "Add to Profile"
 - Research your favorite companies
 - See if you have connections or see NC State alumni listed under these companies and reach out to them.
 - Take note of company history, company culture, and current achievements you can talk about during the interview.
 - Create an attractive headline.
 - Your photo, name, and headline are the only items people see when they do a search.
 - Be active and maintain your profile updated on LinkedIn
 - Once selected to interview, use LinkedIn to research hiring managers and interviewers to find out about their interests, common ground and be able to relate to them during the interview.
 - Use LinkedIn on your computer, rather than your phone. Some features are not as easy to use on the app.

- Consider using stories (posts) to link significant presentations or papers you write related to your fields of interest.
- Reach out to people who are looking at your profile and make a new connection!
- Reply to connection requests with a message to cultivate your network and befriend connections.
- Keep posts and stories professional.
- Use common hashtags in your stories and consider tagging companies or individuals who are also relevant to your post.
- When listing your work experience in LinkedIn, use paragraphs to describe key roles and achievements rather than bullets.
- If you are active on LinkedIn, you will be offered a month of [Premium LinkedIn](#) access for a month. Use the trial offer to determine whether you want to pay for the annual access to Premium LinkedIn.
 - Note that you do not NEED this level of access to perform successful job searches and make meaningful connections.
- Create search alerts in LinkedIn for specific searches (fields, companies, etc.).
- Ask a mentor or former boss to write a recommendation for you on LinkedIn. Then, return the favor!
- Load your Skills section with traits necessary to the field(s) of your interest. Make sure you only include skills you can actually do.
- Create a custom LinkedIn url that you can easily share when networking and on resume
 - Click on your profile page
 - Select “Edit public profile & URL”
 - Click on the pencil icon and enter your new URL
 - Type in a new URL consisting of 5-30 letters or numbers with no spaces, symbols, or special characters allowed.
 - Click “Save”